

DE 1;

Approved For Release 2004/10/13 : CIA-RDP88-01315R000300320001-6

INTERNATIONAL  
Platform Assoc.

Are you interested in  
joining the "International  
Platform Association"? <sup>29 JUN 1978</sup>  
Dues are \$39.50/year. <sup>NO</sup> ✓

Very respy,  
Sam

SENDER WILL CHECK CLASSIFICATION TOP AND BOTTOM			
UNCLASSIFIED		CONFIDENTIAL	
<b>OFFICIAL ROUTING SLIP</b>			
TO	NAME AND ADDRESS	DATE	INITIALS
1	Public Affairs Attn: Mary Ellen		
2			
3			
4			
5			
6			
	<b>ACTION</b>	<b>DIRECT REPLY</b>	<b>PREPARE REPLY</b>
	<b>APPROVAL</b>	<b>DISPATCH</b>	<b>RECOMMENDATION</b>
	<b>COMMENT</b>	<b>FILE</b>	<b>RETURN</b>
	<b>CONCURRENCE</b>	<b>INFORMATION</b>	<b>SIGNATURE</b>
<b>Remarks:</b>			
<p>Per your request attached is the material we have on the American Platform Association. I was also able to locate an invitation for the DCI to address the Convention this summer. The invitation/response is attached also.</p> <p style="text-align: center;">Ed</p>			
<b>FOLD HERE TO RETURN TO SENDER</b>			
<b>FROM: NAME, ADDRESS AND PHONE NO.</b>			<b>DATE</b>
ER 7E12 Hqs.			12Sept78
UNCLASSIFIED		CONFIDENTIAL	

TRANSMITTAL <sup>DATE</sup> Approved For Release 2004/10/13 : CIA-RDP88-01315R000300320001-6

TO: Executive Secretariat

ROOM NO.

BUILDING

REMARKS:

Since DCI regretted an invitation to address the Platform Association, I don't think he would want to join. You might check with  on this--he would know more than we.

O/PA/Karen

FROM:

ROOM NO.

BUILDING

EXTENSION

FORM NO. 241  
1 FEB 55

REPLACES FORM 36-8  
WHICH MAY BE USED.

(47)

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# EXECUTIVE SECRETARIAT

## Routing Slip

TO:		ACTION	INFO	DATE	INITIAL
1	DCI	<i>M</i>			
2	DDCI				
3	DD/RM				
4	DD/NFA				
5	DD/CT				
6	DD/A				
7	DD/O				
8	DD/S&T				
9	GC				
10	LC				
11	IG				
12	Compt				
13	PA	<i>✓</i>			
14	D/EE0				
15	D/Pers				
16	AO/DCI				
17	C/IPS				
18	DCI/SS				
19					
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22					

SUSPENSE DATE:

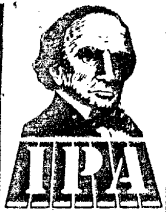
Remarks:

*ER 1001 P  
ADD File  
D. 1-41.1*

*27/78*

*6/27/78*  
Date

STAT

**INTERNATIONAL PLATFORM ASSOCIATION**

(Founded by Daniel Webster &amp; Josiah Holbrook in 1831 as The American Lyceum Association)

2564 Berkshire Road, Cleveland Heights, Ohio 44106

Executive Registry

78-9511

President and Membership Chairman  
**LOWELL THOMAS**Vice-President  
**GLENN SEABORG**Vice-President  
**ART LINKLETTER**Chaplain  
**REV. EDWARD L.R. ELSON, S.T.D.**  
(Chaplain of the U.S. Senate)Director General and Board Chairman  
**DAN TYLER MOORE**Vice-President  
**VICTOR BORGE**Vice-President  
**EILEEN HALL***Mr. Stenfield Turner*  
THIS IS YOUR INVITATION TO JOIN.....

.....One of the most prestigious and influential clubs in the United States (see overleaf). This 146-year non-profit organization can improve the quality of your life as much as it has those of some of the most influential men and women in our nation, its present members. It is a membership which includes many of those both in and out of business and politics who run the American system and influence its policies; those who have, through the closely related media of political knowhow and writing and speaking, successfully established the contacts and relationships that have helped put them in their high positions. Membership is by invitation only.

Every president of the United States of both parties, starting with Theodore Roosevelt, and many of their opponents for the presidency have been members of the International Platform Association. Among the many great and varied personalities of the English speaking world, both living and dead who have participated in its activities are Lowell Thomas, Vice President Hubert Humphrey, Governor Nelson Rockefeller, Eric Sevareid, Vice President Walter Mondale, Henry Kissinger, Senator Henry Jackson, Barbara Walters, Senator Lowell Weicker, Bob Hope, Leon Jaworski, Jack Anderson, Ralph Nader, Dr. Martin Luther King, David Brinkley, James Kilpatrick, James Schlesinger, Senator Charles Percy, Senator George McGovern, Eleanor Roosevelt, John W. Gardner, Senator Hugh Scott, Senator Eugene McCarthy, Senator Edmund Muskie, Senator Sam Ervin, Senator J. William Fulbright and a galaxy of others including many statesmen, ambassadors, columnists, writers, judges, and stars of the entertainment and business world. A club's reputation is established by the stature of those who associate themselves with it. Please see enclosed a more complete list of some of those who have taken an active part in our meetings in recent years.

Founded by Daniel Webster and Josiah Holbrook almost a century and a half ago as the American Lyceum Association, the IPA has always had our nation's leaders as members for the important reason that there is no one who cannot profit business-wise and pleasure-wise from the high level shoulder-to-shoulder contacts available to IPA members; friendships with men and women of unusual capacity that cut across professional lines. As the professional organization of the American Lecture Platform and of those interested in the rapidly increasing power of the spoken and written word on T.V., radio and the platform, its membership includes the great speakers and writers and our nation's leaders in business and politics and the professions.

On the theory that humor makes all our tasks and relationships flow more smoothly we are sending our IPA members a three months subscription to our nation's number one gag writer and one liner, IPA member Bob Orben's "Current Comedy," with the hope that it will amuse them as much as it has Bob Hope and our other great humorists who use it. Write "Orben" on your membership card and we will see that you get it.

The IPA Convention, strictly limited to members, is the great event of Washington's summer season. Here IPA members, all together for a few days under the roof of one hotel, make and reinforce friendships with our nation's most interesting fellowship while listening to the nation's top VIPs tell their fellow members the inside story on what is going on in the world. It is the year's high point for even the leading figures who attend. Featured at IPA meetings have been President Lyndon Johnson who entertained his fellow members in the White House rose garden, Drew Pearson's yearly banquet at his Maryland farm, Winston Churchill III who has twice extended to us the hospitality of the Churchill home at Chartwell, sculptor George Moore who invited us to his home near London, and a sampling of the greatest names in recent American history.

Between conventions our "Talent" magazine keeps our members in touch. Neither Republican nor Democrat, liberal or conservative, the IPA works on the theory that its unusual members of all parties and faiths and convictions can make their own decisions if they meet and hear and can question the top voices on both sides of the important issues of the day. IPA's influence stems from being the meeting place of those who have the ideas and those who have the power to do something about them. Its members are linked together by imagination and by the important and fruitful friendships made at our meetings.

A non-profit corporation, the club's dues are not only deductible for those who use its contacts, but its members' prestige has caused certain large companies to grant them discounts on important consumer items. These discounts are not why members belong, but corporations like Avis and other car rental companies, Rodeway Inns of America, Fireman's Fund Insurance Co. (hospital money plan), Continental Assurance Co. (life insurance), Baker Book House, Writers Digest and the National Writers Club and others grant discounts which make the IPA one of the few clubs in which members, particularly if they travel, can actually end up with negative dues.

Any additional information concerning the IPA can be obtained from the Heights Chamber of Commerce (Cleveland and Shaker Heights), 2133 Campus, Cleveland, OH 44122, Telephone 216-321-3777, and Gale's Encyclopedia of Associations.

You have been invited because we feel you will fit in with the members we already have. Your IPA membership invitation card is enclosed. You may, if you wish, request press releases at the time you join. You will receive your membership card shortly after your acceptance is received. You may also request a certificate suitable for framing. If you do not wish to accept this invitation now, please keep your membership papers until a more propitious time.

Sincerely,

*Dan T. Moore*Dan T. Moore  
Director General and Board Chairman

Sincerely,

*Lowell Thomas*Lowell Thomas  
President and Membership Chairman

Director General and Board Chairman . . . . .	Dan Tyler Moore
President and Membership Chairman . . . . .	Lowell Thomas
First Vice President . . . . .	Dr. Glenn Seaborg
Second Vice President . . . . .	Art Linkletter
Third Vice President . . . . .	Victor Borge
Fourth Vice President . . . . .	Eileen Hall
Treasurer . . . . .	Anna Blair Miller
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CHAPLAIN

The Rev. Edward L. R. Elson, S.T.D.  
(Chaplain of the U.S. Senate)

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Robert Young, Ambassador Fathi Abdulla, Russa Lobe, Harry Byrd King, Budd Schulberg, Ronald  
Mott, Helen Lewis, Mayor Sam Yorky, John D. Ahern, Robert W. Berrie, Eugene Guene,  
Ambassador J. Edgar Hoover, Ernest H. Dowd, Young Han Chiu, Mrs. Eleanor Cleveland, Edna Hall,  
Roger Arnerberg, Gulim Tamm, Joseph Aditabi, Joseph D. Puravine, Louis Boze, Myer Feldman, Bill  
Guttan, Representative James Kee, Judge Martin J. Haroon, Burnes J. Baker, George H. McNeish, Dr. C. T.  
Stume, Richard A. Longfellow, Juan Cesar Gutierrez Davila, Dr. Homer G. Martin, James Gerity, Jr.,  
Shelly Bergman, David L. Woods, Luis Wilson, Hear Almiral Edgar Batcheiler, Bernard Gabowsky, Ray  
Monmouth, Jerome C. Caldwell, Senator Russell, Senator Russell, Jan Stinson, Edward Morgan,  
Alice Black, J. Williams Hill, Dorcas B. Kelly, C. Eugene Cook, Novica G. Fawcett, Chinin Ho, Bruce L.  
Falkner, Ruth C. Cook, Ambassador R. H. Knappstein, Margaret Holley, Patricia Barry, Wynne Miller,  
Ambassador Guillermo Senzale Sarria, Samuel Lawday Aymer, Clarence C. Dill, Anne Weaver, Senator George Pitts,  
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Gene Wall, Gene Wall, Gene Wall, Gene Wall, Gene Wall, Gene Wall, Gene Wall, Gene Wall, Gene Wall, Gene Wall,  
W. Battle, Dr. W. J. Moore, George Sanfor, Huat Arthur, Mary W. Dior, Congressman Sherik M.  
Massague, Philo Dean, Dr. W. J. Moore, George Sanfor, Huat Arthur, Mary W. Dior, Congressman Sherik M.  
Taliai, Al. Crowder, Elmer B. Potter, Hans Ram Gerner, Harrison Furman, Dr. J. Marie Crocker,  
Alice Kuch, Dorothy Hamilton Howell, Dr. W. J. Moore, George Sanfor, Huat Arthur, Mary W. Dior, Congressman Sherik M.  
Al. Crowder, Elmer B. Potter, Hans Ram Gerner, Harrison Furman, Dr. J. Marie Crocker,  
Bernhard, Walter C. Gummel, Estelle Mann, Thomas Davis, Nellie H. Allen, Dr. W. J. Moore, George Sanfor,  
Harrison, Charles B. Brock, Nellie H. Allen, Dr. W. J. Moore, George Sanfor, Huat Arthur, Mary W. Dior, Congressman Sherik M.  
Kenneth W. Dunham, Judge John W. McCune, Anna Guthrie, Dr. Francis M. Smith, Dr. W. J. Moore, George Sanfor,  
Walter M. Dunham, Judge John W. McCune, Anna Guthrie, Dr. Francis M. Smith, Dr. W. J. Moore, George Sanfor,  
Lyn Gustafson, Aquela Loebe, Howard B. Langford, Kenneth Brown,  
Aunt Gertrude, Elizabeth Loebe, Howard B. Langford, Kenneth Brown,  
Senator Ann Ruthe, Jack J. Gorman, Julia W. Gorman, Dr. W. J. Moore, George Sanfor, Huat Arthur, Mary W. Dior, Congressman Sherik M.  
Bernice, Dr. W. J. Moore, George Sanfor, Huat Arthur, Mary W. Dior, Congressman Sherik M.  
Dr. W. J. Moore, George Sanfor, Huat Arthur, Mary W. Dior, Congressman Sherik M.  
Brooklyn, Martha B. Blumstein, Dr. W. J. Moore, George Sanfor, Huat Arthur, Mary W. Dior, Congressman Sherik M.  
Paul Vincent, Dr. Alan Hansen, Lisa Faye, Account in Washington, Susan A. Little, Ambrosio,  
John Vincent, Dr. Alan Hansen, Lisa Faye, Account in Washington, Susan A. Little, Ambrosio,  
William Vincent, Dr. Alan Hansen, Lisa Faye, Account in Washington, Susan A. Little, Ambrosio,  
William Vincent, Dr. Alan Hansen, Lisa Faye, Account in Washington, Susan A. Little, Ambrosio,

### WINNERS OF IPA SILVER BOWL AWARDS

Lowell Thomas	Earl Warren	Victor Borge
John F. Kennedy	Lawrence Spivak	Mayor Thomas
Richard M. Nixon	Admiral Rickover	Bradley
Lyndon B. Johnson	Dr. Glenn Seaborg	Benjamin Franklin
Raiph Nader	Drew Pearson	Ambassador
Bob Hope	Jack Anderson	Arthur Goldberg
Erma Bombeck	Jose Graco	Leon Jaworski
Eric Sevareid	Jean Shephard	Governor
Howard K. Smith	Hal Holbrook	Reuben Askew
Art Buchwald	Dan T. Moore	Norman Lear
Henry Kissinger	Art Linkletter	Dr. Kenneth H.
Barbara Walters	James Schlesinger	Cooper
Charles E. Spahr	Fletcher Byrom	Winston Churchill III

A PARTIAL LISTING OF THOSE WHO HAVE SHARED THEIR THOUGHTS WITH OUR MEMBERS IN RECENT YEARS

Jack Anderson, Governor Reubin Askew, President Renee Barrientos of Bolivia, Betty Beale, Shelly Berman, Erma Bombeck, Dr. Victor Bond, Gulf Oil President Z. D. Bonner, Victor Borge, Ambassador Aquilina Boyd, Columnist Tom Braden, Mayor Thomas Bradley, David Brinkley, Columnist David Broder, Robert Brower, Art Buchwald, Congresswoman Yvonne B. Burke, Secretary Earl Butz, Koppers Chairman Fletcher Byrom, Tom Caldwell, Al Capp, Gould Corporation President Dan Carroll, Nada Chandler, Anna Chenault, Senator Church, Senator Joseph S. Clark, C.I.A. Director William Colby, Barry Commoner, Dr. Kenneth H. Cooper, Congressman Phillip Crane, Dr. George Crile, Jr., Mort Crim, Tom Corcoran, Dr. Cleo Dawson, Herbert Denenberg, Eaton Corp. Chairman E. M. deWindt, Senator Clarence Dill, Ambassador Simcha Dinitz, Jeane Dixon, Senator Dodd, Congressman Don Edwards, Charles Evers, Senator Sam Ervin, John Henry Faulk, Congressman William Fountroy, Congressman Daniel Flood, Publisher Malcolm Forbes, Gerald Ford, Bethlehem Steel Chairman Lewis W. Foy, Secretary Orville L. Freeman, Betty Friedan, Irving Freidman, Senator J. William Fulbright, John W. Gardner, Ambassador Ashraf Ghorbal, Senator Barry Goldwater, Senator Goodell, Jose Greco, Dick Gregory, Senator Robert Griffin, Senator Gruening, Ambassador Averell Harriman, Dr. Henry Heimlich, Arthur Holst, Bob Hope, Art Hoppe, Hubert Humphrey, Senator Henry Jackson, Charles Jarvis, Leon Jaworski, Lyndon Johnson, James Kilpatrick, Virginia Knauer, U.S. Chamber of Commerce Grand Counsel Lawrence Kraus, Dr. Martin Luther King, Secretary Henry Kissinger, Herb Klein, Senator Kuchel, Irv Kuppnet, Kellogg President William LaMothe, Bert Lance, Ann Landers, Norman Lear, Richard Leshner, Fulton Lewis III, Mayor John V. Lindsay, Art Linkletter, Ambassador Sol Linowitz, Alice Longworth, Richard G. Lugar, Dorothy McCordle, Dr. Kenneth McFarland, Senator Gale McGee, Senator George McGovern, Senator McCarthy, Fr. John McLaughlin, Ted Mack, William Manchester, John Marks, Mayor Sam Massell, Senator Mathias, Julia Meade, Marianne Means, Mitch Miller, John Mitchell, Clark Mollenhoff, Vice President Walter Mondale, Dan Moore, Senator Robert Morgan, Senator Wayne Morse, Senator Karl Mundt, Senator Edmund Muskie, Ralph Nader, Thomas Nemzek, Ron Nessen, Earl Nightingale, Robert Novak, Bob Orben, Jesse Owens, Drew Pearson, Mrs. Drew Pearson, Senator Charles Percy, Kevin Phillips, Senator Jennings Randolph, Senator Ribicoff, Elliot Richardson, Admiral Rickover, Nelson Rockefeller, Winthrop Rockefeller, George W. Romney, Mrs. George Romney, William Rusher, Dean Rusk, Donald Rumsfeld, Ambassador Sanjines-Goytia, Senator William Saxbe, Richard Scammon, Phylis Schlafly, James Schlesinger, Senator Hugh Scott, Les Schwinn, Glenn Seaborg, Eric Sevareid, Senator Abul Hamid Sharif, Artie Shaw, Jean Shepherd, Hugh Sidey, Lawrence Spivak, Dr. Ernest Sternglass, Carl Stokes, Kandy Shuman Stroud, Dr. Cody Sweet, Senator Symington, Senator Robert Taft, William Howard Taft III, Ambassador Enrique Tejera-Paris, Nick Thimmesch, Lowell Thomas, Thomas L. Thomas, Rudy Vallee, Jack Valenti, Abby Van Buren, Werner Von Braun, Governor George C. Wallace, Barbara Walters, Si Ward, Walter Washington, Ben Wattenberg, Senator Lowell Weicker, Kevin White, Roy Wilkins, Earl Wilson.

## *History of the International Platform Association*

Daniel Webster, the most famous orator in American history, Secretary of State under three presidents, the lawyer who changed American history by winning the famous Dartmouth College case, made his greatest contribution to America in 1826 during the presidency of John Quincy Adams. He helped found the first "Lyceum" in Milbury, Massachusetts and launched the most effective medium for influencing public opinion any nation has ever had, the tens of thousands of audiences in thousands of cities and towns that comprise the American Lecture Platform. It has never been as powerful as it is now and its influence is growing daily.

Webster's idea spread so rapidly that five years later the AMERICAN LYCEUM ASSOCIATION was formed under his aegis to unite the various units that had sprung up all over the nation.

The thousands of statesmen, politicians, and businessmen who have formulated U. S. public and private opinion over the last one hundred forty-five years owe their influence and contribution largely to these audiences of millions of Americans that have, since 1826, been set up all over our nation eager and ready to hear them and be influenced by their theories and arguments.

The greatest single impetus to the growth of the "Lyceum" resulted from efforts to schedule an American lecture tour for Charles Dickens, the English author. His representative had contacted a Boston journalist, James Redpath, who established the first lecture bureau in America one hundred and three years ago.

This first lecture bureau presented such speakers and concert artists as Mark Twain, Ralph Waldo Emerson, Julia Ward Howe, Josh Billings, Henry Ward Beecher, P.T. Barnum, and other leaders in the political, business, entertainment, and concert fields of those days.

The International Lyceum Association, founded in September 1903 took over where the American Lyceum Association left off and in 1952 was reincorporated under its present name as THE INTERNATIONAL PLATFORM ASSOCIATION. It is the oldest international association in the United States, going back in its ancestry over one hundred forty-five years. It has always been the club and sounding board of those interested in the power of the spoken word and has had on its membership rolls an appreciable percentage of all the great names of our American heritage.

Those early guests plus later IPA members such as Theodore and Franklin Roosevelt, Richard Nixon, William Howard Taft, Herbert Hoover, John Kennedy, Lyndon Johnson, William Jennings Bryan, Nelson Rockefeller, Carl Sandburg, Harry Truman, J. Edgar Hoover, Hugh Downs, Woodrow Wilson, "Dear Abby" Van Buren, David Brinkley, Victor Borge, Art Buchwald, Lowell Thomas, Barry Goldwater, Otto Preminger, Winston Churchill, Ralph Nader, Jack Anderson, Dr. Walter Alvarez, Averell Harriman, President Gerald Ford, Hubert Humphrey, Betty Furness, Art Linkletter, Alice Roosevelt Longworth, Walter Lippman, Rex Harrison, Hal Holbrook, Drew Pearson (and a host of others in the fields of statesmanship, business, oratory, the theatre, the movies, and entertain-

ment) have bequeathed a portion of their greatness to their associates, living and dead, in what our members feel is the most interesting organization in our nation. We have members who have been coming to our meetings for over fifty years.

**Theodore Roosevelt and all succeeding U. S. Presidents have been IPA members, as have a good percentage of the most influential members of the U. S. Senate and many state governors, cabinet officers, and foreign ambassadors accredited to the United States who are on IPA rolls.**

Each year hundreds of the top political figures and orators of our nation, the Platform people who belong to the IPA, appear before colleges, forums, school assemblies, conventions, concerts, executive and women's clubs, service clubs, and industrial association audiences. Anywhere and everywhere that audiences of any kind convene there are IPA members not only on the Platform but in the audience, functioning as program chairmen or just listening.

**IPA President and Membership Chairman Lowell Thomas has said, "No other medium can compare with the Platform."**

One privilege of membership is the opportunity to attend the annual five-day assemblage in Washington, D.C. where the most outstanding personalities and programs seen anywhere in this country are presented in an atmosphere where, with only IPA members being admitted, an extraordinary volume of top level "off-the-record" conversation takes place. Here the top statesmen of both parties, time-honored orators, TV, radio, and newspaper personalities and celebrities from many fields find memories. Hopeful beginners find counsel and help and patrons and program chairmen find new talent and everyone finds enjoyment.

The top echelon of our nation in many different fields meet for five days of fun, recreation, fellowship and reunion, and genuine relaxation after a strenuous year. The workshops, previews, and programs elicit enduring friendships and lasting admiration one for the other.

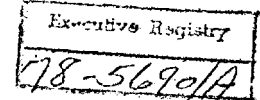
THE INTERNATIONAL PLATFORM ASSOCIATION is not only the professional association of the American program chairman and of those who belong to organizations that put on programs for their members, but in fact of all persons interested or engaged in the lecture, concert, TV, radio, newspaper, and entertainment fields. It is the organization of those interested in the power of oratory and of the spoken word.

For over a hundred and forty years IPA membership has included many of the most distinguished men and women of our nation in every field. If one thing about the IPA can be pinpointed as most valuable to its unusual membership, it is the fruitful and lasting friendships developed at high level across ordinarily inaccessible professional and geographic boundaries.

Membership is limited to persons recommended for membership whose applications are approved by our Membership Committee and by our Board of Governors.

**Any questions concerning IPA's status or reputation can be referred to the Heights Chamber of Commerce (Cleveland and Shaker Heights, Ohio) or Gale's Encyclopedia of Associations.**





14 June 1978

Mr. Dan Tyler Moore  
Director General  
International Platform Association  
2564 Berkshire Road  
Cleveland Heights, Ohio 44106

Dear Mr. Moore:

Admiral Turner has asked me to thank you for your letter of May 25th, and for your kind invitation for him to address the International Platform Association Convention this summer. Unfortunately, the Admiral has so many events already scheduled that it is impossible to accept any additional commitments.

He very much regrets that he will be unable to join you but sends his very best wishes for a successful convention.

Sincerely,

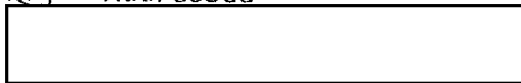
SIGNED

Herbert E. Hetu  
Director of Public Affairs

O/PA/kgf/14 June 1978

Distribution:

Orig - Addressee



2 - O/PA

STAT

JUN 14 1978

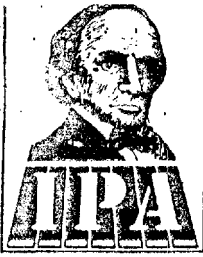
EXECUTIVE REGISTRY FILE

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(Founded by Daniel Webster in 1831 as The American Lyceum Association)

2564 Berkshire Road, Cleveland Heights, Ohio 44106

Executive Register  
78-5690



President and Membership Chairman  
**LOWELL THOMAS**

Vice-President  
**GLENN SEABORG**

Vice-President  
**ART LINKLETTER**

Chaplain  
**REV. EDWARD L.R. ELSON, S.T.D.**  
(Chaplain of the U.S. Senate)

Director General and Board Chairman  
**DAN TYLER MOORE**

Vice-President  
**VICTOR BORGE**

Vice-President  
**EILEEN HALL**

May 25, 1978

Admiral Stansfield Turner, Director  
Central Intelligence Agency  
McLean, VA

Dear Admiral Turner:

As a retired WW II intelligence officer (Chief of Counter Intelligence, Middle East for OSS), I was very much interested in an article carried by the CLEVELAND PRESS on Friday, April 14, 1978, a xerox of which I am enclosing with this letter. Your idea of sharing non-classified intelligence information with the public is one that is long overdue. It is one that if effectuated earlier would have saved the Central Intelligence Agency, and in fact all those engaged in intelligence work, much of the trouble that has complicated intelligence work in recent years.

We would like to explore with you the possibility of your making an appearance before this summer's International Platform Association Convention which will be at Washington D.C.'s Hyatt Regency Hotel from July 31 through August 4th. Present in the audience will be about 1000 representatives of organizations throughout the United States that demonstrate their deep interest in national and international affairs by paying prominent speakers to make appearances before their audiences.

We are just starting to put our program together, but the enclosed program for last year's convention is typical of what has been on our program for the past decade. Present last summer were columnist and TV personality James Kilpatrick, Barbara Walters, Norman Lear, Jack Anderson, Lowell Thomas, Eaton Corporation Chairman E. Mandel deWindt, Energy Secretary Schlesinger, Dr. Kenneth Cooper (who started the jogging fad with his book Aerobics), Ron Nessen, U.S. Chamber of Commerce General Counsel Lawrence Kraus, Barbara Keyser (the headmistress of Madeira School), Dr. George Crile, Jr., the Rev. Charles A. Trentham (President Carter's Washington minister), a debate on nuclear power between a representative of Westinghouse and a member of the Union of Concerned Scientists, and many others of equal stature. For the past decade the the IPA Convention has had the most distinguished convention program put on anywhere in the United States, and this year's convention will be the same.

The International Platform Association has been, since its formation by Daniel Webster almost 150 years ago, the professional association of those who run the thousands of organizations which compose the American lecture platform. Its nationwide bipartisan membership of about 6,000 still carries on the tradition and the nostalgia of the old Chautauquas and of the Lyceums of the last century, both of which were important parts of IPA history. The last fourteen U.S. presidents starting with Theodore Roosevelt (who as one of the greatest orators in his day initiated this tradition) have belonged to the International Platform Association and many have addressed it and appeared at its meetings. Please see the list of some of those (most of them IPA members) who have spoken to our members in recent years.

Approved For Release 2004/10/13 : CIA-RDP88-01315R000300320001-6

Admiral Stansfield T. er

Page 2

May 25, 1978

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Persons as far apart in their philosophies as this year's IPA President Lowell Thomas and the late Drew Pearson have been quoted to the effect that because its members are those who choose the speakers that address the audiences of the American lecture platform and the subjects which are discussed, it is, in effect, the "audiences' audience" and exerts considerable influence on American public opinion. Enclosed is a memorandum with facts concerning the IPA and a brief illustrative brochure.

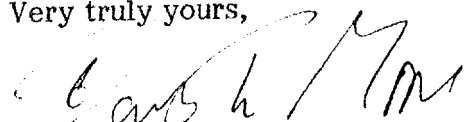
Because of the unique character of the International Platform Association, and because of the influence its membership wields over the thousands of audiences of the American lecture platform, some of the facts concerning it are of special interest to those who appear before it. I am enclosing an article written by the late national columnist Drew Pearson containing additional details.

We would, as an adjunct to your appearance, like to run a cartoon of you in our magazine TALENT. It would be by prize winning CLEVELAND PLAIN DEALER cartoonist Ray Osrin. I am enclosing a few xeroxes of our previous Osrin covers. We will, as has been our custom, present the original of the cartoon to you for your collection.

Further information covering the IPA can be obtained from IPA President, Lowell Thomas; the Heights Chamber of Commerce (Shaker Heights and Cleveland Heights) at 2133 Campus, Cleveland, Ohio 44122 - Telephone (216) 321-3777; from this office (216) 932-0505; and from the firm of Ernest Wittenberg and Associates in Washington (1616 H Street, N.W., Washington, D.C. 20006, (202) 783-2080), which handles the publicity for our convention.

We would appreciate hearing from you on this matter as soon as possible.

Very truly yours,



Dan Tyler Moore  
Director General and Board Chairman

DTM:js

Enclosures

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The Cleveland Press, Friday, April 14, 1978

# CIA chief wants to share intelligence with public

By United Press International  
America's top spy, Stansfield  
Turner, wants to share intelligence  
information with the public.

Turner told groups in Columbus  
Detroit yesterday of a major de-  
cure in the country's traditional  
cy of keeping such information  
ret.

Ve want to share what informa-

tion we collect when it can be un-  
classified," he said. "For example,  
there economic d political in-  
formation that we can collect that  
would be of value to American busi-  
nessmen," he told the Economic  
Club of Detroit.

He said the CIA is ready to ex-  
pand its intelligence activities to  
non-military areas that could give

taxpayers "a better return on their  
investment."

In Columbus last night, Turner  
said the tradition of keeping CIA  
work secret "is no longer the policy  
because the public wants to know.  
We will be speaking more, answer-  
ing the media more completely, and  
publishing more."

Turner said the Soviet Union,  
while concentrating heavily on  
maintaining an extensive spy net-  
work, has fallen seriously behind  
the United States in the technical  
aspects of intelligence.

He said satellites and other de-  
vices have enhanced the CIA's abili-  
ty to gather information on a global  
scale, but have not reduced the need  
for personnel.

"We now have an increased de-  
mand for the human element,"  
Turner said. "We use the technology  
to collect information, but we need  
the traditional human agent to know  
what someone's plans and intentions  
are."

"We hope the academic commu-  
nity can gain from intelligence,"  
Turner said in an address at Ohio  
State University. "We need the rela-  
tions with the academic community  
because the lifeblood of intelligence  
is the annual infusion of a few good

high quality persons from the cam-  
pus," he said. "It's a demanding and  
exciting profession."

He said he is confident that out of  
the new trends, "we are building a  
strong intelligence community, the  
best in the world."

Turner has testified before con-  
gressional committees that the CIA  
now is accumulating so much infor-  
mation through modern technical  
means it should be shared with the  
nation's industrialists, academics,  
economists and businessmen.

He said that through satellites  
there are great amounts of informa-  
tion about potential oil and energy  
reserves, crop perspectives and in-  
dustrial expansion, and that the  
CIA, as a public-funded agency,  
should share such information on a  
wider scale.

The CIA was the child of the war-  
time office of the Strategic Services,  
founded by William "Wild Bill"  
Donovan and molded by the British  
intelligence service. It carried out  
covert operations against Germany  
and Japan, but was disbanded at the  
end of the war because President  
Truman believed there was no place  
in peacetime for such cloak-and-  
dagger activities.

It was revived in 1947 to coordi-  
nate and analyze intelligence and  
"such other functions and duties re-  
lated to intelligence as the National  
Security Council may from time to  
time direct."

By 1951, with Allen Dulles as its  
chief, it had 5,000 employees and  
began recruiting foreign agents and

carrying out propaganda operations,  
such as Radio Free Europe, and  
strengthening non-communist gov-  
ernments in Western Europe. From  
there it went on to operating private  
airlines and private armies until it  
was caught in the post-Watergate  
backlash of suspicion of all secret  
operations and was brought under  
stricter congressional scrutiny.

# Talent

THE PUBLICATION OF THE INTERNATIONAL PLATFORM ASSOCIATION

Volume 83, No. 4

February, 1977



Official News And Guide For The Program Chairman

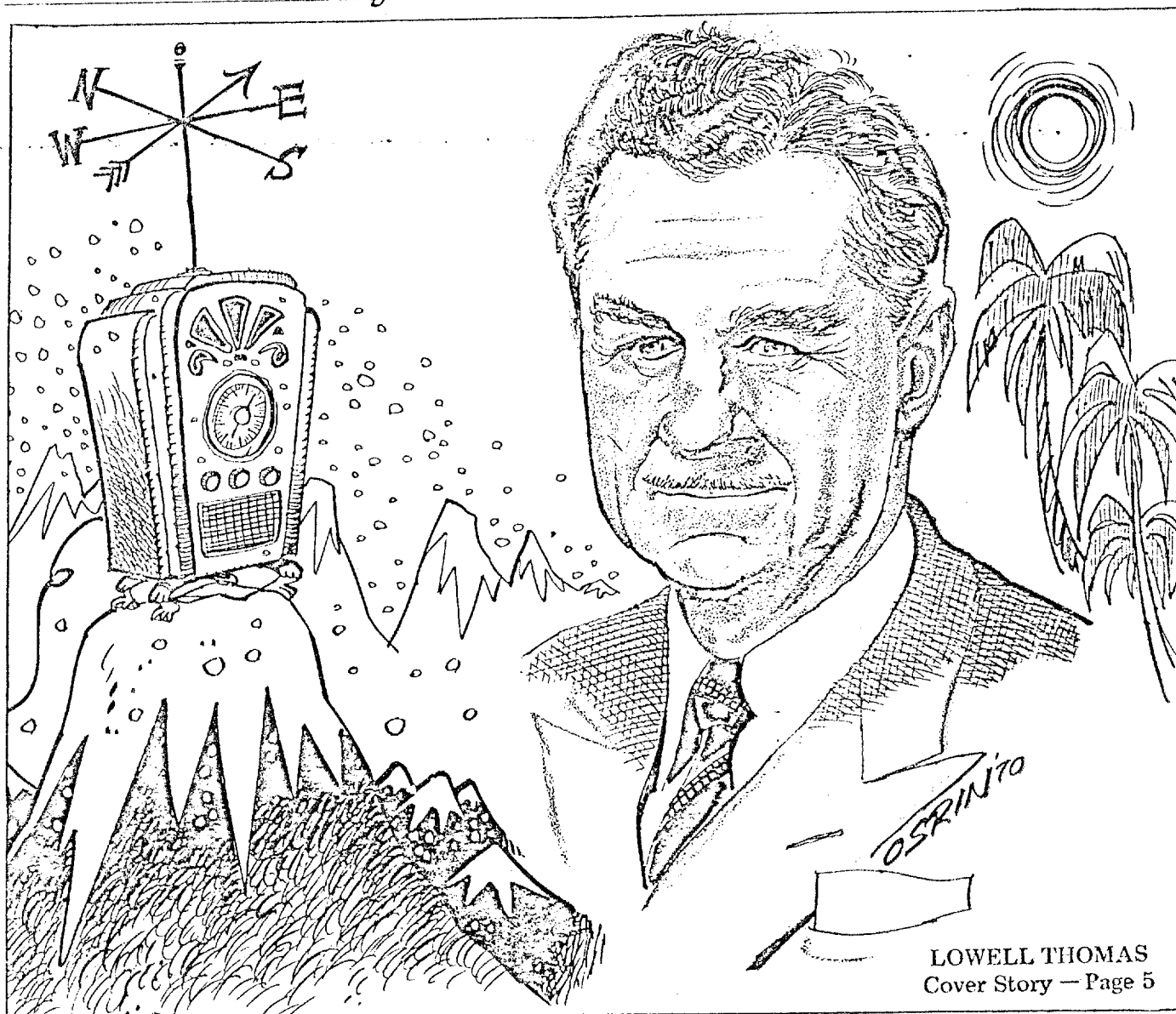
... "for the man on the ground, the man who keeps him there." —Carl Sandburg, former editor. Poet James Whitcomb Riley, IPA member, added ... "and the vast audience that WANTS him there."



# Talent

Cleveland Heights, Ohio

April 1970



LOWELL THOMAS  
Cover Story — Page 5

Official News And Guide For The Program Chairman

Approved For Release 2004/10/13 : CIA-RDP88-01315R000300320001-6  
... "for the man on the platform, the manager who puts him there, and the committee that keeps him there." —Carl Sandburg, former editor. Poet James Whitcomb Riley, IPA member added ... "and the vast audience that WANTS him there."



# Talent

THE PUBLICATION OF THE INTERNATIONAL PLATFORM ASSOCIATION

*Cleveland Heights, Ohio*

NOVEMBER, 1968



Dr. Glenn Seaborg, chairman Atomic Energy Commission and I.P.A. president.



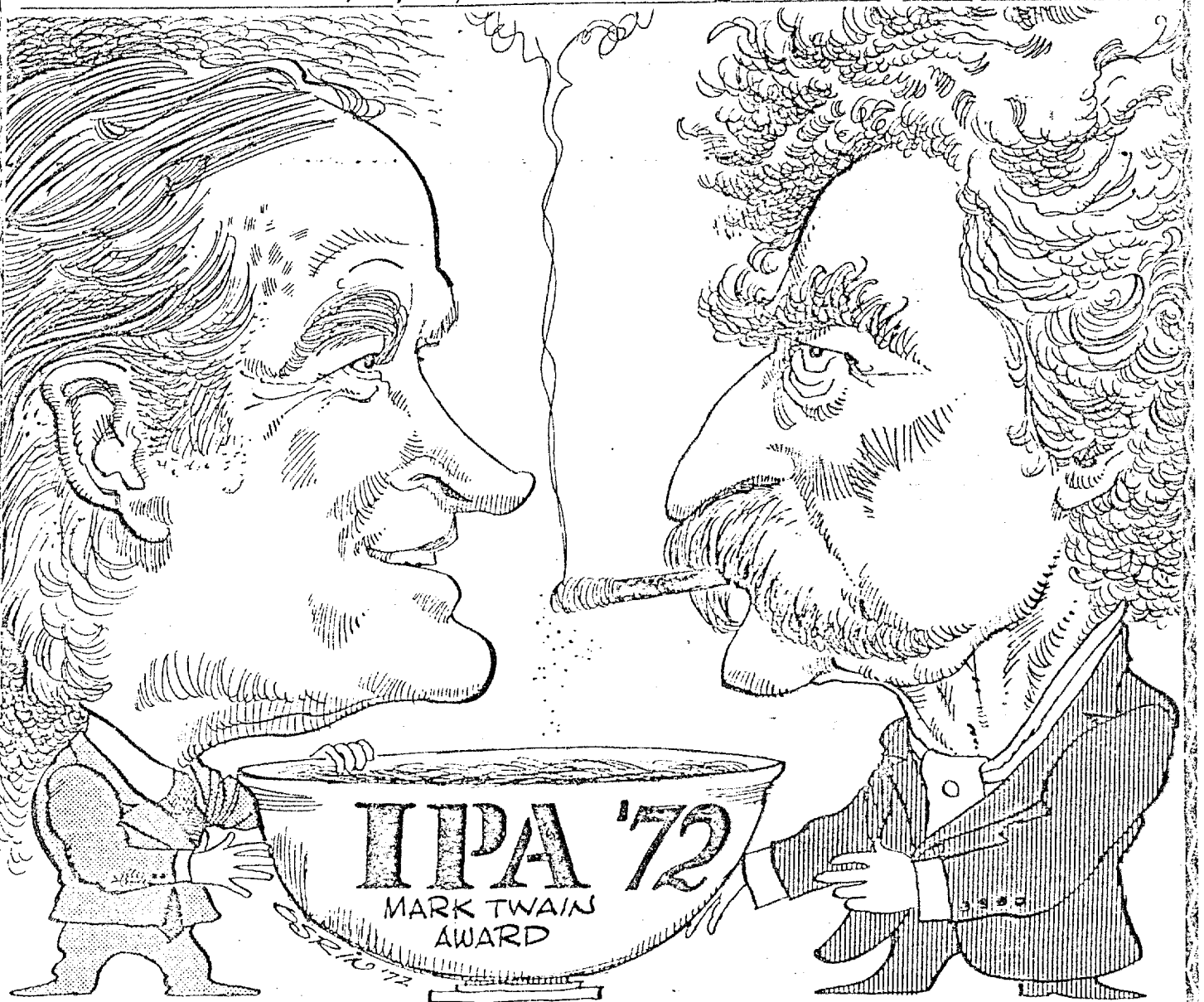
*Official News And Guide For The Program Chairman*

# Talent

THE PUBLICATION OF THE INTERNATIONAL PLATFORM ASSOCIATION

Cleveland Heights, Ohio

Fall (November) 1972



(See Cover Story Page 4)

Official News And Guide For The Program Chairman

... "for the man on the platform - the manager who puts him there, and the committee that keeps him there." — Carl Sandburg, former editor of *The New York Times* who once said, "I have added ... "and the vast audience that WANTS him there."



BA HW

## WHERE PUBLIC OPINION IS CRYSTALLIZED

(This article, written July 26, 1969 by Drew Pearson, was published in the June, 1973 issue of TALENT Magazine.)

By Drew Pearson

December 13, 1897 - September 1, 1969

I am always astonished at the speed with which news travels by word of mouth in nations where news is rigidly censored. Stalin's death easily jumped censorship and by word of mouth alone, by rumor and high level gossip, swiftly blanketed the U.S.S.R. before the official announcement.

The swift dissemination of news by radio, T.V. and newspaper in the U.S. blinds us to the fact that, because of the telephone, and the extent to which Americans travel, this same process of verbal communication goes on even more swiftly here. The news media give us current news, but the public image of a national figure or an idea is jelled only by millions of face-to-face conversations between human beings.

The effect of each such conversation is enormously enhanced if one participant is respected and can state he or she actually saw and heard a certain national figure face-to-face, or even talked to a person who saw him. It is in fact this high level gossip, the "I see what you mean and like what you tell me about that person," sort of conversation, repeated innumerable times by local opinion makers, that eventually crystallizes a political figure's national image. More and more top level public figures are learning how to tap themselves into this power.

The U.S., where everything is packaged for convenience of the consumer, is the only nation that has not only packaged this critically important high level talk, and influence, and rumor mechanism, but has even packaged a massive trade association with close to 7,000 members to effectuate it.

Every summer in July (or August), the International Platform Association at its Washington, D.C. Convention, sets up channels for routing hundreds of important statements, and ideas, and usable quotes, from the many top national figures who speak at this convention down through its Platform orators, lecturers, commentators, and program chairmen, to millions of listeners in thousands of "Platform" audiences throughout the U.S.

This unique organization of top flight platform speakers, and the local program chairmen who control the budgets with which to pay them to appear before their audiences, has among its members thousands of lecturers, columnists, TV and radio commentators, program chairmen, organization members and other persons who "moonlight" in the lecture business. Always eager for material, by the weird multiplication mathematics of the Platform, they keep retelling catchy quotes and ideas made by speakers at their IPA annual Washington congress to innumerable audiences aggregating millions of individuals for months after the statements have been made.

Included among these program chairmen and members of local groups are the brass hats in hundreds of U.S. cities and towns, the organization activists who finance and run these local organizations in which American public opinion is crystallized. These include women's clubs, service clubs, executive clubs, foreign affairs councils, dinner, and knife and fork clubs, conventions, forums, seminars, conferences, and college and school assemblies and many other types of organizations set up for a variety of purposes.

Most of these have as common denominators only the facts that they have active members who can and will pay dues to support some group objectives, and that one or more of their members are likely to be members of the International Platform Association.

The members of such local Platform organizations are much more than average interested in airing national issues and affairs in their own home areas. They use their annual IPA congress in Washington at the end of July to help them decide what national figures are most worth hearing and believing and presenting to their home audiences, and what national issues are most important vis-a-vis these thousands of audiences all set up and waiting to be talked to at the local level.

An interesting corollary to the above is the fact that a significant percentage of all the delegates to both the Democratic and Republican National Conventions were International Platform Association members.

The IPA has more than lived up to the brilliant conception of its original founders Daniel Webster and Josiah Holbrook and of the old-time orators, Teddy Roosevelt (the Godfather of present IPA Director General Dan Moore), Mark Twain, President William Howard Taft, William Jennings Bryan, and Carl Sandburg, under whose aegis IPA was reorganized at the beginning of this century as a mechanism for setting up groups in all local communities to finance the importation of top level speakers.

It is estimated that over 65,000 appearances before audiences emerge every year throughout the U.S. out of the IPA annual congress and its membership. A catchy phrase or provocative idea delivered by a VIP guest speaker before this unique Platform audience of professionals and semi-professionals looking for material "out of the horse's mouth" is, by the elaborately structured verbal multiplication system mentioned above, repeated to thousands of audiences both live, TV and radio over the months between IPA conventions on a "I heard it myself and believe he is right" basis.

Instead of being dissipated in a day or two like a newspaper release, this multiplying effect goes on in the form of thousands of verbal time fuses burning for months out of the mouths of speakers who are usually more than proud to say that they had personal contact with the national figures quoted at their IPA congress.

Inasmuch as a good percentage of all speakers booked to speak before organizations at the local level are then quoted in the local press and make personal appearances on local TV and radio stations as an adjunct to their appearance, their aggregate exposure in all media over the twelve months between IPA conventions is formidable. It emerges as considerably more so when it is considered that all that is necessary to feed an individual or an idea or a quote into this nationwide verbal communication engine that touches all news media is an appearance on the stage by the right person sometime during the five-day Washington summer conference of the IPA.

The unprecedented and increasing number of national figures on the IPA conference program over the past few years is evidence of recognition at top level that an individual having a stake in the public image of an idea or in his own public image vis-a-vis such an idea, can be substantially benefited by risking an hour of yearly time budget to be one of the some fifteen national figures who make a personal appearance before this highly vocal cross section of verbal opinion molders.

If the presentation is made by one of those fortunates who uses quotable statements that can be easily picked up and retailed by the platform speakers and program chairmen present, the cumulative effect in thousands of appearances over the next twelve months can be as startling as is the fact that so large a percentage of the persons in this special category can be contacted in one hall by one person with one speech.

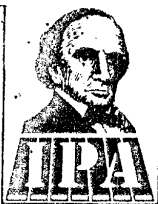
Another reason why these thousands of audiences with their millions of listeners that make up the American Platform are unusually efficient at crystallizing the national public image of an individual or an idea is the fact that the average listener in each of these myriads of audiences would not even be sitting and listening in the local hall if he or she was not unusually interested and active. Attending such meetings takes time and costs money. The average organization of this type meets from five to fifty times each year, a substantial commitment of time. The listeners are therefore composed largely of local brass hats of both major political parties, the political and business and professional "doers" who more than any other group, mold public opinion regionally throughout the U.S.

If a person is unusually important politically, businesswise, professionally, or in fact for almost any reason, he or she is likely to belong to one or more local organizations that put paid speakers in front of their audiences. These are the same speakers who, because of the sharp competition for profitable lecture bookings, are always on a frantic search for authentic speech material. As mentioned above, they pick up a good percentage of their quotes and ideas from the top speakers, usually men high in national and political life, that they hear on the platform at the IPA Washington Convention each July.

The IPA is non-partisan and non-political and, on its many year old theory that it should maintain an impartial forum, adopts no cause however worthy. Although it makes no attempt to be an exclusive organization, and in fact takes pains to be sure its membership extends down to the grass roots, it nonetheless has one of the most distinguished rosters of any in the nation, one that cannot fail to affect any national issue or personality that is brought into contact with its peculiarly focused machinery.

A PARTIAL LISTING OF THOSE WHO HAVE SHARED THEIR THOUGHTS WITH OUR MEMBERS IN RECENT YEARS

Jack Anderson, Governor Reubin Askew, President Renee Barrientos of Bolivia, Betty Beale, Shelly Berman, Erma Bombeck, Dr. Victor Bond, Gulf Oil President Z. D. Bonner, Victor Borge, Ambassador Aquilina Boyd, Columnist Tom Braden, Mayor Thomas Bradley, David Brinkley, Columnist David Broder, Robert Brower, Art Buchwald, Congresswoman Yvonne B. Burke, Secretary Earl Butz, Koppers Chairman Fletcher Byrom, Tom Caldwell, Al Capp, Gould Corporation President Dan Carroll, Nada Chandler, Anna Chenault, Senator Church, Senator Joseph S. Clark, C.I.A. Director William Colby, Barry Commoner, Dr. Kenneth H. Cooper, Congressman Phillip Crane, Dr. George Crile, Jr., Mort Crim, Tom Corcoran, Dr. Cleo Dawson, Herbert Denenberg, Eaton Corp. Chairman E. M. deWindt, Senator Clarence Dill, Ambassador Simcha Dinitz, Jeane Dixon, Senator Dodd, Congressman Don Edwards, Charles Evers, Senator Sam Ervin, John Henry Faulk, Congressman William Fountroy, Congressman Daniel Flood, Publisher Malcolm Forbes, Gerald Ford, Bethlehem Steel Chairman Lewis W. Foy, Secretary Orville L. Freeman, Betty Friedan, Irving Freidman, Senator J. William Fulbright, John W. Gardner, Ambassador Ashraf Ghorbal, Senator Barry Goldwater, Senator Goodell, Jose Greco, Dick Gregory, Senator Robert Griffin, Senator Gruening, Ambassador Averell Harriman, Dr. Henry Heimlich, Arthur Holst, Bob Hope, Art Hoppe, Hubert Humphrey, Senator Henry Jackson, Charles Jarvis, Leon Jaworski, Lyndon Johnson, James Kilpatrick, Virginia Knauer, U.S. Chamber of Commerce Grand Counsel Lawrence Kraus, Dr. Martin Luther King, Secretary Henry Kissinger, Herb Klein, Senator Kuchel, Irv Kupcinet, Kellogg President William LaMothe, Bert Lance, Ann Landers, Norman Lear, Richard Leshner, Fulton Lewis III, Mayor John V. Lindsay, Art Linkletter, Ambassador Sol Linowitz, Alice Longworth, Richard G. Lugar, Dorothy McCardle, Dr. Kenneth McFarland, Senator Gale McGee, Senator George McGovern, Senator McCarthy, Fr. John McLaughlin, Ted Mack, William Manchester, John Marks, Mayor Sam Massell, Senator Mathias, Julia Meade, Marianne Means, Mitch Miller, John Mitchell, Clark Mollenhoff, Vice President Walter Mondale, Dan Moore, Senator Robert Morgan, Senator Wayne Morse, Senator Karl Mundt, Senator Edmund Muskie, Ralph Nader, Thomas Nemzek, Ron Nessen, Earl Nightingale, Robert Novak, Bob Orben, Jesse Owens, Drew Pearson, Mrs. Drew Pearson, Senator Charles Percy, Kevin Phillips, Senator Jennings Randolph, Senator Ribicoff, Elliot Richardson, Admiral Rickover, Nelson Rockefeller, Winthrop Rockefeller, George W. Romney, Mrs. George Romney, William Rusher, Dean Rusk, Donald Rumsfeld, Ambassador Sanjines-Goytia, Senator William Saxbe, Richard Scammon, Phylis Schlafly, James Schlesinger, Senator Hugh Scott, Les Schwinn, Glenn Seaborg, Eric Sevareid, Senator Abul Hamid Sharif, Artie Shaw, Jean Shepherd, Hugh Sidey, Lawrence Spivak, Dr. Ernest Sternglass, Carl Stokes, Kandy Shuman Stroud, Dr. Cody Sweet, Senator Symington, Senator Robert Taft, William Howard Taft III, Ambassador Enrique Tejera-Paris, Nick Thimmesch, Lowell Thomas, Thomas L. Thomas, Rudy Vallee, Jack Valenti, Abby Van Buren, Wernher Von Braun, Governor George C. Wallace, Barbara Walters, Si Ward, Walter Washington, Ben Wattenberg, Senator Lowell Weicker, Kevin White, Roy Wilkins, Earl Wilson.



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## INTERNATIONAL PLATFORM ASSOCIATION

(Founded by Daniel Webster in 1831 as The American Lyceum Association)

2564 Berkshire Road, Cleveland Heights, Ohio 44106



President and Membership Chairman  
**LOWELL THOMAS**

Vice-President  
**GLENN SEABORG**

Vice-President  
**ART LINKLETTER**

Chaplain  
**REV. EDWARD L.R. ELSON, S.T.D.**  
(Chaplain of the U.S. Senate)

Director General and Board Chairman  
**DAN TYLER MOORE**

Vice-President  
**VICTOR BERGE**

Vice-President  
**EILEEN HALL**

### THE INTERNATIONAL PLATFORM ASSOCIATION The Conduit That Channels Speakers And Public Opinion to Thousands of American Audiences

Because of the unique character of the International Platform Association and because of the influence it has over what ideas and what speakers are presented to the thousands of audiences of the American Lecture Platform, some of the facts concerning it are of special interest to those who appear before it.

The International Platform Association has, since its formation by Daniel Webster and Josiah Holbrook almost 150 years ago, been the professional association of those who (1) set the policies of and (2) speak before the nationwide structure of organizations which make up the American Lecture Platform. Its bipartisan membership of about 6,000 still carries on the tradition and nostalgia of the old Chautauquas and of the Lyceums of the last century, which were both important parts of IPA history.

Every United States President since Theodore Roosevelt (who as one of the greatest orators of his day started this tradition) have belonged to the International Platform Association, including the incumbent, and many have addressed it and appeared at its meetings.

Over the past decade, a good percentage of the outstanding leaders in our nation in both major political parties, and in many other facets of American life (those who run our nation and those who entertain it) have made appearances at the IPA annual Washington, D.C. conventions, before what men as far apart in their thinking as commentator Lowell Thomas (who is now president of IPA) and the late columnist Drew Pearson have called "the most influential audience in our nation."

Among the hundreds (most of them IPA members) who have spoken at our conventions have been Jack Anderson, Governor Reubin Askew, President Renee Barrientos of Bolivia, Betty Beale, Shelly Berman, Erma Bombeck, Dr. Victor Bond, Gulf Oil President Z. D. Bonner, Victor Borge, Ambassador Aquilina Boyd, Columnist Tom Braden, Mayor Thomas Bradley, David Brinkley, Columnist David Broder, Robert Brower, Art Buchwald, Congresswoman Yvonne B. Burke, Secretary Earl Butz, Koppers Chairman Fletcher Byrom, Tom Caldwell, Al Capp, Gould Corporation President Dan Carroll, Nada Chandler, Anna Chenault, Senator Frank Church, Senator Joseph S. Clark, C.I.A. Director William Colby, Barry Commoner, Dr. Kenneth H. Cooper, Congressman Phillip Crane, Dr. George Crile, Jr., Mort Crim, Tom Corcoran, Dr. Cleo Dawson, Herbert Denenberg, Eaton Corporation Chairman E. M. deWindt, Senator Clarence Dill, Ambassador Simcha Dinitz, Jeane Dixon, Congressman Don Edwards, Charles Evers, Senator Sam Ervin, John Henry Faulk, Congressman William Fountroy, Congressman Daniel Flood, Publisher Malcolm Forbes, President Gerald Ford, Bethlehem Steel Chairman Lewis W. Foy, Secretary Orville L. Freeman, Betty Friedan, Irving Freidman, Senator J. William Fulbright, John W. Gardner, Ambassador Ashraf Ghorbal, Senator Barry Goldwater, Senator Charles Goodell, Jose Greco, Dick Gregory, Senator Robert Griffin, Ambassador Averell Harriman, Dr. Henry Heimlich, Arthur Holst, Bob Hope, Art Hoppe, Vice President Hubert Humphrey, Senator Henry Jackson, Charles Jarvis, Watergate Prosecutor Leon Jaworski, President Lyndon Johnson, James Kilpatrick, Virginia Knauer, U.S. Chamber of Commerce General Counsel Lawrence Kraus, Dr. Martin Luther King, Secretary of State Henry Kissinger, Herb Klein, Senator Kuchel, Irv Kupcinet, Kellogg President William LaMothe, Bert Lance, Ann Landers, Norman Lear, Richard Leshner, Fulton Lewis III, Mayor John V. Lindsay, Art Linkletter, Ambassador Sol Linowitz, Alice Longworth, Richard G. Lugar, Dorothy McCardle, Dr. Kenneth

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McFarland, Sen. John McLaughlin, Ted Mack, William Manchester, John Marks, Mayor Sam Massell, Senator Charles Mathias, Julia Meade, Marianne Means, Mitch Miller, Attorney General John Mitchell, Clark Mollenhoff, Vice President Walter Mondale, Dan Moore, Senator Robert Morgan, Senator Wayne Morse, Senator Karl Mundt, Senator Edmund Muskie, Ralph Nader, Thomas Nemzek, Ron Nessen, Earl Nightingale, Robert Novak, Bob Orben, Jesse Owens, Drew Pearson, Mrs. Drew Pearson, Senator Charles Percy, Kevin Phillips, Senator Jennings Randolph, Senator Abraham Ribicoff, Ambassador Elliot Richardson, Admiral Hyman Rickover, Vice President Nelson Rockefeller, Governor Winthrop Rockefeller, Governor George Romney, Mrs. George Romney, William Rusher, Secretary of State Dean Rusk, Donald Rumsfeld, Ambassador Sanjines-Goytia, Senator William Saxbe, Richard Scammon, Phyllis Schlafly, Secretary James Schlesinger, Senator Hugh Scott, Les Schwinn, Nobel prize winner Glenn Seaborg, Eric Sevareid, Senator Abul Hamid Sharif, Artie Shaw, Jean Shepherd, Hugh Sidey, Lawrence Spivak, Dr. Ernest Sternglass, Mayor Carl Stokes, Kandy Shuman Stroud, Dr. Cody Sweet, Senator Stuart Symington, Senator Robert Taft, William Howard Taft III, Ambassador Enrique Tejera-Paris, Nick Thimmesch, Commentator Lowell Thomas, Thomas L. Thomas, Rudy Vallee, Movie Czar Jack Valenti, Abby Van Buren, Wernher Von Braun, Barbara Walters, Si Ward, Mayor Walter Washington, Ben Wattenberg, Senator Lowell Weicker, Mayor Kevin White, Roy Wilkins, Earl Wilson. Over the years both sides of the most important subjects of each year have been presented by the top brains of the day. In the past ten years, most of our nation's headliners in politics and other fields have spoken before this "audiences' audience."

The program for this year's convention, July 31 through August 4, 1978, will be as distinguished as those of the past (please see programs of the last two IPA conventions enclosed) and, although invitations to speak are just beginning to go out, we have already received acceptances from Jack Anderson, James Kilpatrick, Ralph Nader, Dr. George Crile, and Jeane Dixon, and others of equal stature, with more acceptances coming in daily.

IPA is an organization of particular interest as a forum for men and women of unusual capability for a number of reasons:

1. IPA's membership roster includes a good percentage of those who appear as molders of American public opinion either before live audiences on the lecture platform or on the TV and radio media. Its speaker, columnist, commentator and writer members, many of whom obtain at least part of their material and attitudes through IPA relationships and meetings, contact tens of millions of their fellow Americans who hear and read them again and again throughout the year on a constant repeat basis.
2. IPA's roster also includes those who (as program chairmen, officers and members of thousands of organizations throughout the nation that pay lecture fees) are the principal persons at the local level who decide what public figures or partisans of public figures will address which organizations, and what nationally important subjects should or should not be discussed and presented to the multimillion aggregate membership of such organizations. In its capacity as the "audiences' audience," IPA is highly professional in character and composed by and large of the local brass hats, the political business and professional activists of both political parties under whose leadership public opinion is crystallized in hundreds of towns and cities throughout the United States.
3. The unique, built-in multiplying effect of IPA's audience of speakers and program chairmen guarantees wide circulation at every level of United States' society for any newsworthy statement or theory or catchy phrase presented to it by the VIP speakers at its IPA summer convention.

\* Please see the attached piece by former national columnist Drew Pearson, concerning the IPA and its well-established capacity for influencing American public opinion through its formidable platform machinery of thousands of so-called "captive audiences" all set up and ready to listen at the local level, not only to the prominent speakers at the yearly IPA conventions, but to those who are influenced by and use quotes and materials picked up from such speakers. Pearson was motivated to write this article because of a survey taken by his office which showed that a majority of the delegates to both the Democratic and Republican conventions were IPA members.

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Speakers and program chairmen attend the IPA convention as audience members to get material and ideas for their own speeches and local programs and will, therefore, retain such quotes and impressions concerning important national figures (and the issues they are sponsoring) back to their home communities in thousands of presentations and reports and conversations in the months that follow.

It has been estimated that some 65,000 speeches per year throughout the nation stem directly or indirectly out of words spoken at the IPA summer convention in Washington (this summer from July 31 - August 4) and thousands of these are given additional impetus because of coverage at the local and national level by the press, TV and radio media.

Every year, there is more awareness at top level of this important mechanism for influencing grass roots public opinion and of the fact that there is no expense involved in using the facilities of this mechanism and no conditions except the one that the speaker be a person who the Platform as a whole would like to hear because he or she is particularly knowledgeable in some important area in which the public has an interest.

- \* The enclosed copies of the 1977 and 1976 IPA Convention Programs show the type of persons (in both political parties and in many different areas of interest) who are making use of this easy, direct method of influencing American public opinion on behalf of a person or a cause.

The above-mentioned multiplying factor, which assures dissemination of important or catchy quotes made at the IPA Convention, is documented in some detail by the piece previously referred to and enclosed herewith, written by national columnist Drew Pearson, shortly before his death. Pearson's feat in putting together a column read by over fifty million persons a day established him, even among those who cordially disliked him, as a top authority in the complex area of what affects and what does not affect the ground swells of American public opinion. He was often quoted to the effect that few things in the U.S. could affect a person's or a cause's public image more than an appearance designed to take advantage of the weirdly effective "multiplying audience" at an IPA summer convention. Despite his reputation as a fanatic non-joiner, Pearson, in the eight years before his death, because of his conviction concerning the concrete value to him and to his "Washington Merry Go Round" column of his appearances before this special audience, made at least two formal presentations (one a speech and the other as moderator of an important panel discussion) before every summer meeting of the IPA membership. He also did everything possible to get those public figures he felt should be supported put on the IPA Convention Program to make presentations before its bi-partisan audience. He often made the point that news is spread by the newspaper, TV and radio media, but that public image is fixed by millions of conversations between individuals, and particularly those initiated between speakers and program chairmen and their audiences. The attached piece by Mr. Pearson outlining his thoughts on this matter is one of the most informative reports ever written concerning IPA.

Those organizations scattered throughout the United States whose principals are IPA members and whose programs are influenced by appearances at the IPA Convention include executives' clubs, chambers of commerce, colleges, schools, forums, women's clubs, organizations that feature speakers at their convention, service clubs, foreign affairs councils, associations, town halls, business and political organizations, and, in fact, every type of association or group which features speakers before so-called "captive" audiences.

The IPA audience reflects the fact that IPA is, to an unusual extent, an organization of brass hats at the local level of both political parties and many professions who have as their common denominator an unusually heavy interest in national, social and charitable affairs. The IPA audience has a much more than average capacity on an individual basis to pass down its opinions and make them felt once they are arrived at.

The fact that these program chairmen pay millions of dollars in fees every year to speakers they select to appear before their memberships has resulted in their using our IPA summer convention and our magazine, TALENT (the official hall organ of the American lecture system), as professional props to help them decide what national figures and ideas on the American scene should be presented to these home audiences. They come to Washington motivated by the fact that IPA, in its summer convention, puts on the most distinguished and nationally significant programs and speakers of any organization in the nation. (See enclosed programs of past IPA conventions.)



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Although factors such as "legs" for important statements and publicity in the media are obviously of paramount importance in any appearance at IPA conventions, there are also other factors important to many speakers of top stature who participate. One is the fact that the program chairmen present in the IPA audience, and those who read TALENT Magazine, control a substantial percentage of all the multi-million dollar budgets of the American Lecture Platform. This invariably makes the appearance of any good speaker at the IPA Convention a most profitable one from the standpoint of future lecture bookings.

This whirling circle is fueled by the well-known examples of the many national figures who, once making appearances free or for low fees, have found that after an IPA appearance before the assembled program chairmen, their fees jumped up into the \$3,500 and above area. Even if a public figure is not looking for such paid lecture bookings, there is always the possibility that he or she may some day feel that speaking without charge is just throwing away money that could be used either for political or other purposes or even given to support causes or charities close to the speaker's interest.

This pretty much completes the circle with the most outstanding speakers, the ones with the most fruitful ideas, appearing because they know they will be seen by the most influential leaders of budgeted organizations, and the latter appearing because they know they will be listening to the speakers with the most interesting ideas and the most audience approval. Drew Pearson, Hal Holbrook, Ralph Nader, Jack Anderson and many others who have ended up in the top fee brackets made their first major appearances at IPA conventions and most of the speakers in greatest demand find that nothing increases the demand for their services and the size of their fees more than an appearance before the assembled program chairmen at IPA summer conventions.

Having undoubtedly introduced more VIP's to the American Platform than any other individual, IPA's Director General Dan Tyler Moore (his book, Lecturing For Profit, put out by World Publishing, though now out of print and getting out of date on skyrocketing fees, is still the standard text on this subject), has found that by far the best time for any potential platform speaker to keep his or her options open and build the foundation for a profitable moonlighting career on the Platform (which, in the case of a controversial or newsworthy figure can, if handled properly, bring in a six figure income on a part-time basis and create support for the speaker's policies at the same time) is when he or she is at the height of power and influence and not after retirement or a decision to take life easier. One of the most common and expensive mistakes a prominent person can make is to not recognize early enough that a distinguished name can easily and swiftly be converted into hundreds of thousands of dollars on an easy part-time repeat basis if the process is started while, and not after, the individual reaches the height of his or her career.

Art Buchwald, one of the best speakers in the nation, who appeared for the second time in 1975 at the IPA Convention, is a case in point. One of the top speakers in demand in the U.S., he has decided to make only 25 one-hour speeches a year (the one at our convention does not count). At \$3,500 per speech, plus expenses, this brings in close to \$100,000 extra per year and actually helps him with his column. This is an extremely intelligent adaption to the lecture platform which gives a platform superstar exactly what he wants at the expense of only a few hours per year.

Further information concerning the International Platform Association and its current activities can be obtained from:

IPA Headquarters, 2564 Berkshire Road, Cleveland Heights, Ohio 44106  
(216) 932-0505

Ernest Wittenburg and Associates, 1616 H Street, N.W., Washington, D.C. 20006  
(202) 783-2080

The Heights Chamber of Commerce (Cleveland Heights and Shaker Heights)  
2133 Campus Road, Cleveland, Ohio 44122 (216) 321-3777

or IPA's current president, TV and radio commentator Lowell Thomas; or columnist James Kilpatrick; or Nobel Prize winner and former IPA President Glenn Seaborg. Lowell Thomas and Glenn Seaborg are both members of IPA's Board of Governors.

\* Enclosures

OFFICIAL PROGRAM  
1977 CONVENTION  
of the  
**INTERNATIONAL PLATFORM ASSOCIATION**

*(Founded by Daniel Webster in 1831 as The American Lyceum Association)*

2564 BERKSHIRE ROAD • CLEVELAND HEIGHTS, OHIO 44106

**HYATT REGENCY HOTEL**  
**Washington, D. C.**

**AUGUST 1-5, 1977**

**ADMISSION TO ALL EVENTS BY BADGE ONLY**

VERY IMPORTANT! If you don't have banquet reservations, you may purchase your banquet tickets Monday, Tuesday and Wednesday only.

*No banquet tickets will be sold after Wednesday at 11:30 A.M.*

*Mystery time of drawing during one of the programs Friday for two all-expense paid round trips to London. (See flyer for exact details.) You must be present in the Regency Ballroom to win.*

MONDAY, AUGUST 1, 1977

9:00 - 5:00 PM	REGISTRATION FOR CONVENTION	Columbia B
9:00 - 5:00 PM	DISPLAY BOOTHS AND EXHIBITS Joseph Ferrier and Drew Hall, Co-Chairmen	Regency Foyer
9:00 - 5:00 PM	DISPLAY SALES Drew Hall, Chairman	Regency Foyer
9:00 - 5:00 PM DAILY	BETWEEN-THE-ACTS Coffee House Eleanor Sikes Peters Anna Blair Miller, Mildred Deutsch, Co-Chairmen	Columbia A
9:30 - 12:00 Noon	ART ENTRIES RECEIVED UNTIL NOON	Lexington/Bunker Hill
9:00 AM	COMMITTEE CHAIRMEN "TIE-DOWN" MEETING WITH HOTEL STAFF	Conference Theatre (Lobby Level)
10:30 AM	HOSPITALITY COMMITTEE MEETING Suzy Sutton, Chairperson	Conference Theatre (Lobby Level)
12 Noon - 3 PM	EMBASSY SIGHTSEEING TOUR Three exciting foreign embassy tours . . . get your tickets when you register! Shirley Duncan, Chairman	Columbia B